



DROUGHTMASTER MARKETING

Worksheet for Developing Your Marketing Plan

Step 1. Write your Positioning Statement (10 words or less)

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Step 2. Write your Slogan

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Step 3. Describe why customers should purchase from you rather than from your competitors (ie. What is your “competitive advantage”?)

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Step 4. Describe your target customers

Current (existing) Customer

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Potential (new) Customers:

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Step 5. Define the geographical area of your target market

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Step 6. Define your sales goals (short, medium, long term)

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Step 7. List the advertising/promotion options available to you

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Step 8. Determine your annual advertising/promotional budget

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Step 9. Outline your proposed advertising/promotional schedule

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Step 10. Define how and when you will evaluate the effectiveness of your marketing plan

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“There is no finish line”

Nike, Inc

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